

# First Division A - Mechelen vs OH Leuven

DATE: Friday, January 30, 2026

LOCATION: Heverlee, BE

## Event Description

First Division A - Mechelen vs OH Leuven is a premier sports event in Heverlee. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports

**Importance Rank:** 68/100

**Expected Attendance:** 7,957 people

**Event ID:** yPC8o3BePUQ9NpupnR

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,183 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*